

CUWCC Residential Committee

October 25, 2016

10:00 AM – 11:30 AM

Facilitators – Kurt Elvert (San Jose Water Company), Diana Williford (City of Brentwood)

Attendees: Kurt Elvert (San Jose Water Co), Diana Williford (Brentwood), Carrie Pollard (SCWA), William Granger (Sacramento), Joseph Lerma (EBMUD), Kevin Carley (Palo Alto), Robyn Navarra (Zone 7), Sabrina Colias (Brendan Wonnacott (Save Our Water), Jennifer Persike (ACWA)

1. Webinar Presentation from Save our Water 30 min

Brendan Wonnacott and Jennifer Persike gave a presentation on the Save Our Water Public Education Program.

Overview of historic campaigns.

Fall 2016 campaign: geo targeting, seasonal ads to address irrigation and good times to plant. Presence on NBC during prime time weather reporting (15 sec); reasonably priced alternative instead of TV ads and competing with the election ads; customized SOW bumper stickers with local supplier partners logo, gas pump ads in geographically relevant area for the local utilities that Partner with SOW; Business Partners with some unlikely partners (Scott's, PGE, Raging Waters, Warriors); Water suppliers can join as Partners with a cost share. Contact is Brendan Wonnacott brendan@saveourwater.com
Jan 2017 we'll see 2017 brings

Their presentation is available at www.saveourwater.com/toolkit

2. Water Use Rebound and Plans for 2017 25 min

Committee provided updates

Brentwood: Due to drought surcharges (2 mo July and Aug) they anticipate a slow rebound, they were able to self-certify and remove the conservation standard
San Jose Water Co: June 15, 2015 surcharges have been in place and continue, surcharge has driven successful demand reductions

Sacramento: Self certified to have no conservation standard, Council chose to maintain a 20% reduction, they've held at 20%, water waste patrols for 2 only day irrigation requirements, Water waste school allowed customers to waive the fee.

EBMUD: eliminate surcharge on July 1, 24% reduction achieved

3. Review of 2016 Objectives 25 min

Removal of references to Groups.

ReScape info sheets and platform for outreach – asked members to gather and provide their favorite info sheets to the committee.

EBMUD info sheet

Nextdoor App

4. Next meeting suggestions:

ReScape Presentation and/or EcoLandscape; 2017 Goals & Objectives; Diana Williford to follow-up.